CLAIMS

What is claimed is:

1. A method for combining video/audio content with programmatic content comprising:

generating authoring output comprising a definition for a variable, and further comprising a representation of the video/audio content;

selecting a source file, the source file comprising the variable;

searching the source file for the variable, and replacing the variable with the definition for the variable;

generating programmatic content in response to the searching; and

generating an image as a function of the programmatic content and the representation of the audio/video content.

2. The method of Claim 1 further comprising storing said image to a storage medium.

3. The method of Claim 1 further comprising transmitting said image through a transmission medium.

4. The method of Claim 1 wherein said searching includes searching said source file at build time.

5. The method of Claim 1 wherein said searching includes searching said source file at run time.

-25-

6. The method of Claim 5 wherein said searching includes searching in response to a software engine executed on a browser.

7. The method of Claim 5 wherein said searching includes searching in response to the insertion of a DVD into a hardware device.

8. A system for combining video/audio content with programmatic content comprising:

means for searching a source file for a variable, and for replacing the variable with a definition for the variable;

means for generating programmatic content in response to the searching; and

means for generating an image as a function of the programmatic content and a representation of the audio/video content.

9. A system for combining video/audio content with programmatic content comprising:

a parser adapted to search a source file for a variable, replace the variable with a definition for the variable, and generate programmatic content in response to the searching; and

an image engine adapted to generate an image as a function of the programmatic content and a representation of the audio/video content.

10. A software system comprising:

a searching module for searching a source file for a variable, and for replacing the variable with a definition for the variable;

a content generating module for generating programmatic content in response to the searching; and

an image generation module for generating an image as a function of the programmatic content and a representation of the audio/video content.